



CHEMICAL STOCKPILE EMERGENCY PREPAREDNESS PROGRAM (CSEPP)

PAST | FUSION
ACADEMY
AT ARGONNE NATIONAL LABORATORY

NEWS CONFERENCE LIVE/REMOTE STRATEGIES

MARCH 2, 2023

Course Overview: This one-day MR504 News Conference Live/Remote Strategies course is designed for public information officers (PIOs) and public affairs officers (PAOs) with the focus on making live/remote news conferences fresh and visually appealing. Best practices will be shown how to set up indoor/outdoor news conferences/news briefings, remote news conference with SMEs at separate locations and a live news conference that also brings in SMEs from separate locations. Message mapping development and interview preparation will be reinforced throughout this workshop.

Course Points of Contact:

- Gayle Perez, Pueblo County Sheriff's Office, CSEPP PIO; Office: (719) 583-6222; Cell: (719) 250-2855 E-mail: perezg@pueblocounty.us
- Eric Singer, Argonne PAST Fusion Academy; Cell:(719) 661-2674; E-mail: ssinger@anl.gov

Training Location: Public County Emergency Operations Center, 101 West 10th Street, Pueblo, Colorado, 81003.

***Course Agenda:**

- 8:00 AM Facility Opens/Participants Arrive
- 8:30 AM Welcome: Class Introductions
- 8:45 AM Unit 1: Developing Key Messages
- 9:30 AM Unit 2: The Art of the Interview
- 10:15 AM Unit 3: Prepare "Remote" On-Camera Interviews
- 11:00 AM Unit 4: Remote Interviews
- 11:30 AM Unit 5: On-Camera Interviews
- 12:00 PM Lunch
- 1:00 PM Unit 6: News Conference Stagecraft
- 5:00 PM Course Wrap-Up/End of Day

**Course agenda subject to change*